sensapure FLAVORS

A POWERFUL COMBINATION

Flavor Technology + **Applications Expertise**

This is Sensapure.

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TASTE, SMELL, FEEL

FLAVOR DESCRIPTOR TRAINING

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MANY WORDS ARE USED TO DESCRIBE FLAVORS.

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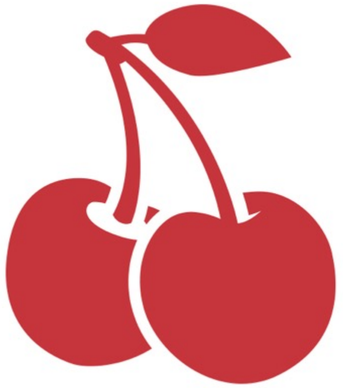
WHAT IS SMELL?



Not all molecules are detectable through olfaction, but some odorous molecules create a chemical stimulus in the brain that we called “smell.”

How?

These specific molecules bind to receptor proteins extended from cilia, initiating an electric signal to the brain.

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AROMA

An aroma is caused by one or more volatilized (changing into a gas state) chemical compounds, generally at a very low concentration, that humans or other animals perceive by the sense of olfaction.

- **Aromas can be pleasant and unpleasant**

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SMELL VS TASTE

Approximately 80% of what we perceive as taste is in fact, due to our sense of smell.

This occurs with both nasal (through the nose) and retro-nasal (through the back of the throat) olfaction or smell

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TASTE

Taste is the sensation produced when a substance in the mouth reacts with our taste receptor cells located on our taste buds in the mouth, mostly on the tongue

- **Known taste sensations: Bitter, Sweet, Salty, Acid (Sour), Umami (Savory) and possibly Kokumi (Hearty/Starchy)**

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FLAVOR

We *could* define flavor as the blend of taste and smell sensations induced by a substance in the mouth

- **Taste and Smell vary depending on genetic makeup, gender, health, training, environmental factors and fatigue**

…… BUT

WE DON'T JUST SENSE FLAVOR WITH OUR TONGUES

- Touch
- Sight
- Sound
- Temperature
- Trigeminality

All are involved in creating the sensation in our brains that we call FLAVOR

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ARE YOU SUPERTASTER?

Quick Survey : Raise your hand

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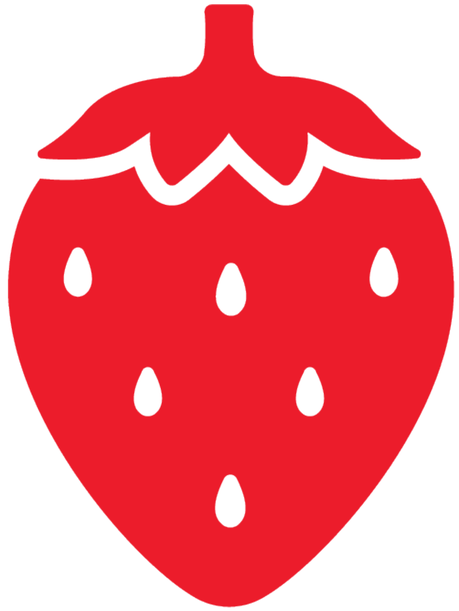
SOME PEOPLE HAVE MANY MORE TASTE BUDS THAN THE REST OF US*

We call them: Supertasters

It doesn't mean they're flavor connoisseurs or foodies (sorry about that), it does mean they are extra sensitive to bitter tastes

Supertasters often report that foods like broccoli, cabbage, spinach, grapefruit and coffee taste very bitter.



***Most people are average tasters**

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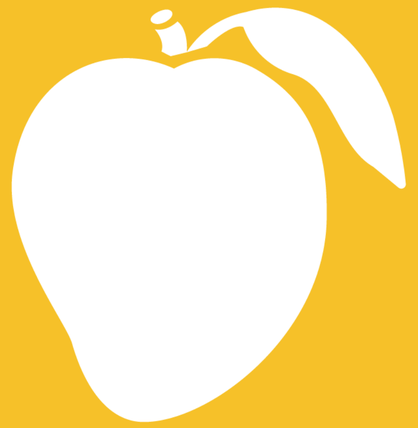

WE CAN EVEN AFFECT THE FLAVOR OF FOOD BY HOW IT IS DESCRIBED.

WHAT'S YOUR OPINION?

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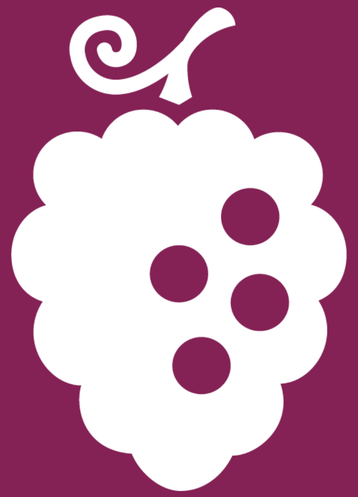
SOME EXAMPLES

Protein bars might taste less desirable if they are described as soy protein and yogurt

Ice cream is perceived to be more flavorsome when described as full fat or high fat



TRY TO DESCRIBE THE FLAVOR WITHOUT USING DESCRIPTORS

For example, describe the flavor of a strawberry

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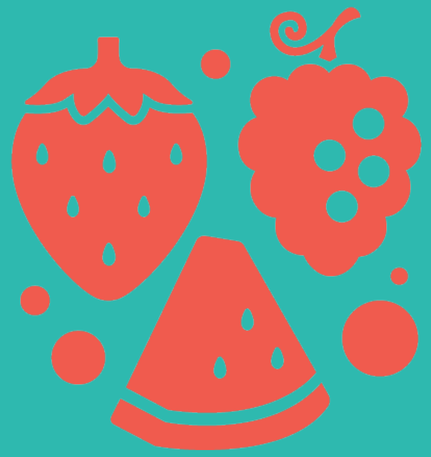

SPEAKING OUR LANGUAGE

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IT IS NOT A SECRET LANGUAGE

- **Flavor Descriptors are simply useful tools that are used by flavor chemists all the time.**

- **When tasting and smelling, one is actually describing a flavor profile. Do not overthink. Just try to describing what you perceive during the tasting**

- **There are many flavor descriptors that exist in the industry, such as our Sensapure**

SOME OF OUR FLAVOR DESCRIPTORS

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FEW TIPS ABOUT EVALUATING FLAVORS

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- **Evaluate in a room free of smells, sounds and other sensory stimuli**
- **Do not smoke, or drink coffee or alcohol**
- **Closing your eyes when tasting or smelling is helpful**
- **Consult Sensapure Flavor Descriptors for a description of the aroma profile that describe what you are tasting**
- **Use the Sensapure Tasting Notes**

FLAVOR FATIGUE

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- **Particularly in the afternoons, as the day progresses, our sense of smell and taste can change, and most of the time is diminished**

- **Avoid evaluating flavors late in the afternoon or after consecutive tastings**

- **If you experience flavor fatigue, go outside to get a fresh breath of air**

- **Eating unsalted soda crackers is also a very effective way of neutralizing aftertaste**

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THANK YOU

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